

# Trustee Board Training Focus: Fundraising



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1

# Fundraising

2

## How Do We Establish a Good Working Relationship with the Friends?

- Separate entity from the library (usually)
- Establish MOU between Friends and Trustees
- Differentiate types of fundraising done by each group & help public understand
- Engage the Friends in Strategic Planning
- Set up lines of open & honest communication and set clear expectations
- Express sincere appreciation

3

## Fundraising in the Time of COVID-19

4

## Should We Be Fundraising Now?

- Short Answer: YES
  - Don't be forgotten!
  - Continue to Build relationships - Gratitude
  - Share a Patron's Library Story:  
<https://ignitedfundraising.com/resources/>
  - "Choosing to stay silent through this crisis is a missed opportunity to develop deep, meaningful lasting relationships with donors that can prove to be fulfilling..." - <https://bit.ly/ShowDonors>



5

## Fundraising During COVID-19

- In-Person following safety protocols?
  - Space
  - Personnel
  - PPE & Cleaning Supplies
- Move events/efforts online? Letters? Ads?
  - Technology
  - Skills
  - Feasibility



6

## Fundraising Types

- What types are needed?
  - Annual Campaign
  - 1-on-1 Donor Development
  - Capital Campaign
  - Endowment Drive
  - Bequests/Planned Giving
  - Book Sales
  - Events
  - Grants



Source:  
<https://www.flickr.com/photos/143843618@N03>

7

## Bequests, Endowments, & Other Large Monetary Gifts

- Importance of Being Responsible Stewards of Funds for the Future Viability of the Library
- Work with a Financial Advisor
- VT Community Foundation
  - Nonprofit Entity
  - Designated Funds Option
  - Works with Donors to Set up Funds
  - Works with Many Libraries



8

## Why Do You Need a Gift Acceptance Policy?

- Protect the Library
  - Legal Liabilities
  - Undesired Restrictions
  - Unforeseen Consequences
- Set Up the Library to Succeed in the Future
- Establish Guidelines & Consistency for Donors
- Donors Expect It (especially those giving large gifts)



9

## Fundraising Fundamentals

- Do you need a fundraising consultant?
  - Feasibility study & Follow-Up Work
- Are you set up to fundraise?
  - Gift Acceptance Policy
  - Appropriate Accounts Established
  - Record-Keeping System
  - Donor Management System
  - Clear and Inspiring Statement of Need



10

## Fundraising Questions to Consider

- What is worth the effort, and what do you (& the community) have capacity for?
- What is your overall strategy?
- Build the leadership team & train to the role
  - Visionaries/Honorary Members
  - Askers
  - Worker Bees
  - Others?



11

Source:  
<https://www.flickr.com/photos/desireme-fallen/28608838408>



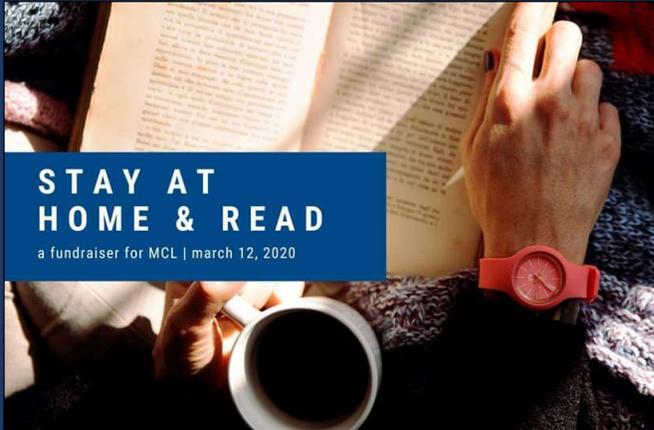
## Online Fundraising – Kick-Off Events for a Capital Campaign, Gala, etc.

- Generate excitement before, during, & after
- Review impact of library's work
- Who will tell their story?
- What will be the library's "ask"?
- How will you build community?
- Managing the event & tech

12

## Online Fundraising – Read at Home

- “Stay Home and Read”



- Oh the Places You WON'T Go
- Grape Expectations - <https://bit.ly/LongBeachPL>
- Book Ball - <https://bit.ly/LABookBall>
- VT's Manchester Community Library - <https://bit.ly/MCLRead>

13



Source:  
<https://www.flickr.com/photos/usaidcentralasiarepublics/49675349586/>

## Online Sales Events

### FaceBook Live Book Sale or Auction

- Viewers bid on numbered books displayed during the event
- First person to comment “SOLD” + the number wins that item
- Example:  
<https://bit.ly/OnlineBookSale>

14

## Outside-the-Box Online Fundraising Ideas

- From Ed Rossman's recent webinar - <http://bit.ly/EdRossman>
  - Self-Publishing – Document COVID-19 Changes - <http://bit.ly/IngramSparkPub>
  - Amazon Smile - <http://bit.ly/AmazonSmileFund>
  - Crowdfunding Fundraiser - <http://bit.ly/CNcrowd>
  - Online Gift Shop (Café Press) - <http://bit.ly/CafeFund>
  - Food Nights – Take Out or Tasting Menu
  - Own a Day/Naming Rights
  - \*Note: Fundraising Laws & Legal Advice

15

## More Virtual Fundraising Event Examples

- TED-Talk Style Event
- Paint/Craft Night
- Wine Tasting
- Raffle
- Performance
- Murder Mystery Night

Source:  
<https://www.flickr.com/photos/kwalt/4374969120/>



16

## More Online Fundraising Resources

- TechSoup recorded webinar: Moving Fundraising Events Online: <https://bit.ly/TechSoupFund>
- TechSoup: Fundraising in the Time of COVID resources: <http://bit.ly/TSRound>



17

## Contact Me

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18